'Bed,' Tigers help NBC ratings spurt

New tv season

By JAMES P. FORKAN

NEW YORK—In the opening rounds of the fall season's Week 3 ratings battle, NBC-TV got off to a scorching Monday start with "The Burning Bed," then fueled that surge Tuesday with the Detroit Tigers in World Series Game 1.

CBS, which a year ago was locked in a much tougher battle with ABC for the ratings lead, continued to be the fledgling season's front-runner.

Meanwhile, homes-using-tv and three-network-share levels are down slightly this fall. In Week 2, hut levels stood at 61.9 versus 62.0 a year earlier, while combined network shares were 82.3, down from 82.9. Week 1 saw huts at 60.8 versus 62.1 last fall and shares at 79.2 versus 80.5.

Another 24-hour computer delay at A.C. Nielsen Co.—the second in the three-week season—kept everyone in doubt at press time as to the national ratings winners for Wednesday, Oct. 10. "Our computer went down almost all day [Wednesday]," a Nielsen source said.

However, overnights for nine major markets (now including Dallas) indicated that CBS was the loser Wednesday, squeezed by the femme-appeal ABC series lineup and NBC's World Series Game 2. Meter data showed NBC's game night averaged a 38 share, compared with a 31 for ABC's "Dynasty" and "Hotel," leaving CBS with a 16 share.

The Thursday overnights covered a program slate truncated by the George Bush-Geraldine Ferraro vice-presidential debate. The opening hour of series fare went to NBC's urban-skewed "Cosby

(Continued on Page 96)

Ford eyes berth in Super Bowl

By VERNE GAY

NEW YORK—Ford Motor Co., Dearborn, Mich., is ready to snag the domestic auto sponsorship of the Super Bowl broadcast on ABC next January. It's an expensive privilege that Chevrolet relinquished three weeks ago.

Ford and ABC-TV, however, are negotiating the Super Bowl sponsorship as part of a prime time big-events package, rather than as a stand-alone sports buy.

The unusual step by ABC to combine sports with prime time sales is seen as reflecting the pressure ABC Sports is under to get its $1 million-per-minute Super Bowl price tag while maintaining automotive exclusivity between only one domestic and one import advertiser.

"[The Super Bowl] is being actively considered," said Joe Schulte, exec vp-general manager at J. Walter Thompson USA, Detroit, Ford's agency. "It's a prestige event and, yes, it's expensive."

Super Bowl auto exclusivity costs a minimum of $2.5 million for

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Highlights

Few drug marketers favor advertising prescription drugs directly to consumers, a congressional subcommittee concluded. *See Page 6.*

A venture between Fountain of Youth Properties and B&J Marketing Corp. may make Fountain of Youth bottled waters "the premiere domestic potable water" and a lower-price alternative to imports. *See Page 12.*

Mercedes-Benz is leaning on the safety theme in its 1985 model advertising. *See Page 12.*

Frozen foods make news: Banquet Foods is introducing a new line of frozen entrees, adding new items to a new line and restaging yet another. *See Page 14.* That comes as Pillsbury's purchase of Van de Kamp's is expected to give Pillsbury a stronghold in ethnic retail frozen-foods segments. *See Page 61.*

The first claims of subliminal advertising at a movie theater in 1958 were shot down in a test conducted by a major research company. *See Page 46.*

Macmillan, the book-publishing giant, plans to shake up the specialized microcomputer software field with marketing touches employed to push more popular packages. *See Page 64.*

Meadowbrook Press president Bruce Lansky favors a by-the-numbers approach to creativity, and few can argue with his success. *See Page 74.*

Spiegel/Labatt-Simon, in its first venture into research, found that Page 1 and the comics are the best-read parts of Sunday papers. *See Page 88.*

Procter & Gamble shareholders were urged to "be patient" because the company's "bottom line will be negatively affected" by P&G's continued marketing investments in new brands. *See Page 93.*

Associated Mills was among the many marketers showing off new products at last week's National Housewares show in Chicago. The company plans a tv campaign to support a new line of Pollenex do-it-yourself blood pressure-measurement machines. *See Page 98.*

CORPORATE CLOSEUP

Zenith Electronics Corp. has had some success diversifying away from its old tv and radio product standbys, but faces tough competition in the microcomputer, cable tv hardware and electronic components industries. *See Page 4.*

INTERNATIONAL

PepsiCo, in a push to break Coca-Cola Co.'s dominance in Latin America, is focusing on Brazil, the largest consumer market in the region. *See Page 52.*

Peaudouce, a French company virtually unknown to U.S. marketers, is causing headaches for Procter & Gamble in the U.K. and France in the disposable diaper market. *See Page 52.*

Neville Wran, New South Wales premier, has stirred up a storm of controversy in Australia over an order by which all the government's classified advertising was awarded to a Rupert Murdoch company. *See Page 53.*

MuchMusic, Canada's first music video pay-cable network, an MTV: Music Television lookalike, has become a smashing success with advertisers after fewer than two months on the air. *See Page 53.*

VIDEOTECH

Creative Programming Inc., which matches advertisers with tailor-made tv programs, is involved in negotiations with Merrill Lynch and General Electric Co. about two series concepts for cable tv. *See Page 57.*

If experiences in the U.K. are a harbinger of things to come in the U.S., the impressive growth of the videocassette recorder industry is sure to bring a dramatic shift in tv and cable-viewing habits. *See Page 58.*

The latest wrinkle in the home video explosion may be the do-it-yourself videotape editing center. That's the concept that's backing a new company called Video Workshop Franchises. *See Page 58.*

COMING THURSDAY

SPECIAL REPORT

Magazine publishers targeting the baby-boom generation must be careful to change as their audience ages or be prepared to attract new readers.

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$1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

West Coast test set for B&W's 2nd new cigaret

By WILLIAM GLOEDE

Brown & Williamson Tobacco Co., Louisville, is gearing up for a West Coast test of its second new cigaret, called Eli Cutter.

The new smoke is in the trade pipeline and is about to hit retail in Sacramento, Fresno and San Francisco, according to industry sources.

Advertising will follow the exploits of the mythical Eli Cutter, giving B&W a chance to convey an image of Americana not unlike that used by Brown-Forman Distillers for its Jack Daniel's whisky.

Trade sources report that long-copy ads will tell the story of Eli Cutter, associating the rugged individualism of a 19th-Century pioneer with the full-flavored cigaret brand family.

At press time, the agency assigned the account could not be determined definitively, but sources indicated that Geer, DuBois, New York, which has B&W's Richland account, may have the assignment.

The cigaret packaging is black, with the brand name emblazoned in gold in a half-moon configuration. "Legendary taste" appears at the bottom of the package beneath two interlocked, gold letter C's.

Although only the 85mm soft pack has been spotted, sources indicated the brand will have three styles, a 70mm straight, an 80mm box and the soft pack.

At press time, advertising had not yet appeared in the test area.

B&W is testing another new brand, St. James Court, in Portland, Ore. Sources believe that brand, which is packaged in copper-colored foil, may be moved to another market in the near future and tested at a premium price (AA, Sept. 17).

Ogilvy & Mather, New York, handles St. James Court.#

Brewer gears up for market

A-B wines on line

By SCOTT HUME

Anheuser-Busch is setting the stage to become a more important player in the wine market.

The St. Louis company last week said it was moving responsibility for its Anheuser-Busch Wines unit from the corporate planning department of the parent company (Anheuser-Busch Cos.) to its brewing subsidiary (Anheuser-Busch Inc.). T. Michael Carpenter, group vp for the brewery's wholesale operations division, also will oversee the wine subsidiary.

The unit now markets four wines—dry chablis, classic chablis, vin rosé and burgundy—under the Master Cellars name. The wine is produced exclusively for A-B by Lamont Winery, DiGeorgio, Cal., a wholly owned subsidiary of Canadian brewer John Labatt Ltd. (which holds the Canadian brewing rights to Budweiser). The Master Cellars brands now are distributed for on-premise consumption only in Denver and a few nearby ski-resort markets and in a crescent around San Francisco.

With no package-goods sales for Master Cellars, A-B has done no real advertising for the brand, although the line has been assigned to Adamson Advertising, St. Louis.

Moving the wine unit under the brewing operations' wing gives it more direct access to A-B's formidable distribution system and facilitates expanding availability. What has kept A-B the nation's leading brewer has been the strength of its on-premise visibility. Expanded distribution of Master Cellars would further A-B's effort to become a full-line supplier to taverns, making it a distributor of wine as well as beer and its Eagle snack-food line.

The company wouldn't discuss

(Continued on Page 94)

Newspaper Ad Linage July 1984 vs. July 1983

AKRON, OH

	1984 Full Run	1984 Part Run	1983 Full Run	1983 Part Run
Beacon Journal (E)	1.383.639	248.010	1.541.914	288.344
Beacon Journal (S)	1.111.873	160.076	906.262	98.098
Grand Total	2.495.512	408.086	2.448.176	386.442

NOTE: Part run figures supplied by publisher to Media Records.

*ATLANTA, GA

Constitution (M)	2.783.760	444.637	2.527.497	440.531
Journal (E)	2.887.661	473.449	2.519.597	440.396
Journal & Constitution (S)	2.540.380	809.009	2.281.360	581.699
Journal & Constitution (Sat)	649.269	——	653.763	——
Grand Total	8.861.070	1.727.095	7.982.217	1.462.626

NOTE: Constitution Morning and Journal Evening published five days a week only.

Constitution Morning, Journal Evening, Journal & Constitution Saturday and Sunday changed from an eight column width (2405 lines per page) to a six column width (1806 lines per page) effective April 30, 1984.

*BALTIMORE, MD

News-American (S)	614.360	9.584	561.391	75.816
News-American (E)	707.658	42.912	814.844	191.240
Sun (M)	1.840.653	43.307	1.698.290	120.374
Sun (E)	1.470.765	47.176	1.628.102	120.072
Sun (S)	2.658.472	75.736	2.298.958	——
Grand Total	7.291.908	218.715	7.001.585	507.502

NOTE: Sun Morning and Sun Evening started publication of a combined Saturday edition effective March 24, 1984. The linage is shown only in the Sun Morning.

News-American Sunday and Evening changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width, and Sun Morning, Evening and Sunday changed from a nine column (2664 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.

*BERGEN COUNTY, NJ

Record (E)	2.261.225	356.599	1.957.603	351.684
Record (S)	2.217.174	324.120	2.037.091	422.872
Grand Total	4.478.399	680.719	3.994.694	774.556

NOTE: Record Evening published five days a week only.

Record Evening and Sunday changed from a nine column (2646 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.

*BOSTON, MA

Herald (M)	738.349	——	642.478	——
Herald (S)	269.211	256.928	400.148	76.844
Globe (M)	2.290.513	91.828	2.167.456	104.608
Globe (S)	3.255.116	161.628	2.739.455	180.272
Grand Total	6.553.189	510.384	5.949.537	361.724

NOTE: Globe changed from All Day publication to morning publication effective April 2, 1984.

Herald Morning and Sunday changed from a seven column (1400 lines per page) tabloid width, to a five column (980 lines per page) tabloid width effective July 1, 1984. Globe Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1764 lines per page) width effective July 2, 1984.

BOULDER, CO

Camera (M)	1.655.444	——	3.358.922	——
Camera (S)	862.988	——	2.535.568	——
Grand Total	2.518.432	——	5.894.490	——

NOTE: Figures supplied by publisher to Media Records.

*BUFFALO, NY

News (AD)	1.934.898	330.546	1.812.617	253.892
News (S)	881.007	389.472	963.450	129.564
Grand Total	2.815.905	720.018	2.776.067	383.456

NOTE: News All Day and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective May 1, 1984.

*CAMDEN, NJ

Courier-Post (E)	1.548.584	204.511	1.467.660	122.538
Courier-Post (S)	840.729	52.528	801.289	24.472
Grand Total	2.389.413	257.039	2.268.949	147.010

NOTE: Courier-Post Evening and Sunday changed from a six column (1800 lines per page) width to a six column (1806 lines per page) width effective May 1, 1984.

CHARLOTTE, NC

News (E)	1.094.420	——	1.021.474	——
Observer (M)	1.635.829	402.418	1.542.888	407.005
Observer (S)	1.141.425	703.706	1.014.025	479.483
Grand Total	3.871.674	1.106.124	3.578.387	886.488

NOTE: News Evening published five days a week only.

*CHICAGO, IL

Tribune (Ad)	1.840.063	2.193.128	1.860.358	2.187.80/
Tribune (S)	2.105.594	997.151	1.696.940	741.505
Sun-Times (M)	1.986.940	842.670	2.137.054	853.568
Sun-Times (S)	915.680	432.829	762.862	512.969
Grand Total	6.848.277	4.465.778	6.457.214	4.295.849

NOTE: Sun Times Morning and Sunday changed from a six column (1200 lines per page) width tabloid to a five column (980 lines per page) width tabloid effective July 2, 1984.

*CINCINNATI, OH

Enquirer (M)	2.248.691	114.374	2.162.626	109.280
Enquirer (S)	1.754.591	108.904	1.538.767	100.920
Post (E)	899.935	149.692	865.282	116.192
Grand Total	4.903.217	372.970	4.566.675	326.392

NOTE: Enquirer Morning and Sunday and Post Evening changed from a six column (1800 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*CLEVELAND, OH

Plain Dealer (M)	2.503.764	393.557	2.624.393	350.586
Plain Dealer (S)	1.761.234	89.669	1.549.382	65.386
Grand Total	4.264.998	483.226	4.173.775	415.972

NOTE: Plain Dealer Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*DALLAS, TX

News (M)	6.014.979	225.134	5.253.955	297.737
News (S)	3.878.821	170.838	3.078.956	292.109
Times-Herald (AD)	5.138.601	237.932	4.317.866	151.703
Times-Herald (S)	2.821.481	629.101	2.480.323	157.062
Grand Total	17.853.882	1.263.005	15.131.100	898.611

NOTE: News Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1754 lines per page) width, and Times Herald All Day and Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*DENVER, CO

Rocky Mountain News (M)	5.497.023	13.532	5.551.001	——
Rocky Mountain News (S)	1.591.111	——	1.374.510	——
Post (M)	3.176.581	149.934	3.093.736	146.412
Post (S)	2.568.906	58.552	2.390.548	4.864
Grand Total	12.833.621	222.018	12.409.795	151.276

NOTE: Rocky Mountain News Morning and Sunday changed from a seven column (1365 lines per page) width tabloid to a five column (980 lines per page) width tabloid, and Post Morning and Sunday changed from a nine column (2772 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984.

*DETROIT, MI

Free Press (M)	1.711.834	659.699	1.628.633	784.439
Free Press (S)	810.997	215.249	765.920	187.912
News (AD)	2.336.907	398.719	2.273.110	434.711
News (S)	1.663.711	235.888	1.497.131	175.764
Grand Total	6.523.449	1.509.555	6.164.794	1.582.826

NOTE: Free Press Morning and Sunday changed from a nine column (2736 lines per page) width to a six column (1830 lines per page) width, and News All Day and Sunday changed from a nine column (2808 lines per page) width to a six column (1872 lines per page) width effective July 1, 1984.

*ERIE, PA

	1984 Full Run	1984 Part Run	1983 Full Run	1983 Part Run
Times (E)	1.245.871	23.440	1.087.084	4.544
Times-News (S)	1.130.089	186.316	1.070.105	43.640
Grand Total	2.375.960	209.756	2.157.189	48.184

NOTE: Times Evening and Times-News Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective April 1, 1984.

*FORT WAYNE, IN

Journal Gazette (M)	1.366.103	——	1.382.816	——
Journal Gazette (S)	938.726	——	840.601	——
News Sentinel (E)	1.653.524	——	1.622.175	——
Grand Total	3.958.353	——	3.845.732	——

NOTE: Journal Gazette Morning and Sunday and News Sentinel Evening changed from a nine column (2790 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984.

Part run figures not available.

GREENWICH/STAMFORD, CT

Time (E)	1.287.177	——	1.350.420	——
Time (S)	637.878	——	613.078	——
Advocate (E)	1.558.888	——	1.785.590	26.796
Advocate (S)	658.018	——	634.907	——
Grand Total	4.141.961	——	4.383.995	26.796

*HARTFORD, CT

Courant (M)	2.221.065	498.746	2.178.906	373.791
Courant (S)	1.558.590	1.662.214	1.351.256	1.023.865
Grand Total	3.779.655	2.160.960	3.530.162	1.397.656

NOTE: Courant Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*HONOLULU, HI

Advertiser (M)	2.318.352	——	2.462.013	——
Star-Bulletin (E)	2.278.537	——	2.244.938	——
Star-Bulletin & Advertiser (S)	1.566.262	——	1.520.361	——
Grand Total	6.163.151	——	6.227.312	——

NOTE: Advertiser Morning, Star-Bulletin Evening, and Star-Bulletin & Advertiser Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*HOUSTON, TX

Chronicle (AD)	6.288.647	418.561	6.383.645	466.384
Chronicle (S)	2.870.922	395.295	2.452.657	454.421
Post (M)	3.766.637	359.276	4.932.747	393.994
Post (S)	1.471.033	399.516	1.437.687	427.408
Grand Total	14.397.239	1.572.648	15.206.736	1.742.207

NOTE: Chronicle All Day and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 2, 1934, and Post Morning and Sunday changed from a nine column width (2655 lines per page) to a six column width (1764 lines per page) effective July 1, 1984.

*LONG BEACH, CA

Press Telegram (M)	1.761.621	——	1.773.646	——
Press Telegram (S)	971.610	——	802.479	——
Grand Total	2.733.231	——	2.576.125	——

NOTE: Press Telegram Morning and Sunday changed from an eight column (2408 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

LONG ISLAND, NY

Newsday (E)	2.838.431	644.336	2.649.760	626.349
Newsday (S)	1.526.319	868.936	1.498.964	1.049.494
Grand Total	4.364.750	1.513.272	4.148.724	1.675.843

*LOS ANGELES, CA

Times (M)	5.051.179	3.565.964	4.550.127	3.337.054
Times (S)	3.727.480	1.594.173	3.013.235	1.573.550
Herald-Examiner (M)	898.080	246.956	873.706	224.286
Herald-Examiner (S)	287.899	113.964	272.489	67.690
Grand Total	9.964.638	5.521.057	8.709.557	5.202.580

NOTE: Times Morning and Sunday changed from an eight column width (2400 lines per page) to a six column width (1806 lines per page) effective July 2, 1984 and Herald-Examiner Morning and Sunday changed from an eight column width (2240 lines per page) to a six column width (1680 lines per page) effective July 1, 1984.

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	3.112.299	295.263	2.836.900	282.445
News (S)	1.469.237	28.464	1.195.179	98.912
Grand Total	4.581.536	323.727	4.032.079	381.357

NOTE: News Morning and Sunday changed from an eight column width (2400 lines per page) to a six column width (1764 lines per page) effective July 2, 1984.

LOS ANGELES/TORRANCE

Breeze (E)	1.967.994	——	1.656.662	——
Breeze (S)	936.096	——	931.364	——
Grand Total	2.904.090	——	2.588.026	——

NOTE: Figures supplied by publisher to Media Records.

Breeze Evening and Sunday changed from an eight column (2468 lines per page) width to a six column width (1806 lines per page) effective July 1, 1984.

LOUISVILLE, KY

Courier Journal (M)	1.496.698	259.182	1.396.080	190.008
Times (E)	1.484.084	469.770	1.386.056	420.420
Courier Journal (S)	1.705.214	5.096	1.494.598	7.448
Grand Total	4.685.996	734.048	4.276.734	617.876

NOTE: Figures supplied by publisher to Media Records.

MACON, GA

Telegraph & News (M)	911.736	273.084	773.402	211.988
Telegraph & News (S)	556.164	237.720	496.552	97.272
Grand Total	1.467.900	510.804	1.269.954	309.260

NOTE: Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.

Telegraph & News Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984. Telegraph Morning and News Evening combined into one Morning publication the Telegraph & News effective September 6, 1983.

MIAMI, FL

Herald (M)	2.323.557	——	2.258.365	——
Herald (S)	1.563.316	——	1.542.691	——
News (E)	1.073.931	——	1.138.642	——
Grand Total	4.960.804	——	4.939.698	——

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD & Sat)	1.780.223	311.242	1.740.545	144.536
Star & Tribune (S)	2.231.471	20.776	1.901.589	3.192
Grand Total	4.011.694	332.018	3.642.134	147.728

NOTE: 1983 figures supplied by publisher to Media Records. 1983 part run daily is TMC and Community linage only. 1983 part run Sunday is Country linage only.

*NASHVILLE, TN

Banner (E)	1.426.454	325.984	1.312.654	281.968
Tennessean (M)	1.445.881	325.984	1.371.983	281.968
Tennessean (S)	1.169.404	356.904	977.137	280.140
Grand Total	4.041.739	1.008.872	3.661.774	844.076

NOTE: Banner Evening and Tennessean Morning and Sunday changed from a six column (1800 lines per page) format to a six column (1806 lines per page) format effective July 1, 1984.

*NEW YORK, NY

Times (M)	2.410.987	320.297	2.333.718	290.207
Times (S)	3.320.615	1.385.726	2.985.812	1.436.793
News (M)	1.007.251	1.564.822	1.018.710	1.301.398
News (S)	570.201	1.034.966	550.029	1.107.570
Post (AD)	984.389	——	870.820	——
Grand Total	8.293.443	4.305.811	7.759.089	4.135.968

NOTE: Times Morning and Sunday changed from a nine column width (2700 lines per page) to a six column width (1764 lines per page). News morning and Sunday changed from a six column width tabloid (1200 lines per page) to a six column width tabloid (1176 lines per page), and Post All Day changed from a seven column width tabloid (1400 lines per page) to a five column width tabloid (980 lines per page) effective July 2, 1984.

*NEWARK, NJ

	1984 Full Run	1984 Part Run	1983 Full Run	1983 Part Run
Star Ledger (M)	3.550.829	108.632	3.058.417	104.101
Star Ledger (S)	3.200.922	293.880	2.753.617	260.604
Grand Total	6.751.751	402.512	5.812.034	364.705

NOTE: Star Ledger Morning and Sunday changed from a nine column (2835 lines per page) format to a six column (1788 lines per page) format effective July 1, 1984.

*OAKLAND, CA

Tribune (M)	1.487.879	387.295	1.436.231	240.683
Tribune (S)	865.986	328.500	899.255	208.792
Grand Total	2.353.865	715.795	2.335.486	449.475

NOTE: Tribune Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 2, 1984.

*ORANGE COUNTY, CA

Register (AD)	4.908.036	1.038.046	4.720.609	605.740
Register (S)	2.453.505	42.688	2.118.473	6.240
Grand Total	7.361.541	1.080.734	6.839.082	611.980

NOTE: Register All Day and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.

*ORLANDO, FL

Sentinel (AD)	3.202.739	291.286	3.069.257	168.904
Sentinel (S)	1.327.606	296.784	1.133.069	189.932
Grand Total	4.530.345	588.070	4.202.326	358.836

NOTE: Sentinel All Day and Sunday changed from an eight column width (2352 lines per page) to a six column width (1764 lines per page) effective July 1, 1984. Part run totals do not include County Sentinel and Sentinel Bonus linage.

*PHILADELPHIA, PA

Inquirer (M)	2.069.631	492.757	1.831.085	430.510
Inquirer (S)	2.014.128	353.762	1.730.052	302.351
News (E)	1.066.578	71.588	985.054	21.600
Grand Total	5.150.337	918.107	4.546.191	754.461

NOTE: Inquirer Morning and Sunday changed from a six column (1860 lines per page) width to a six column (1872 lines per page) width effective January 1, 1984.

*PHOENIX, AZ

Arizona Republic (M)	3.474.576	61.992	2.995.342	83.020
Arizona Republic (S)	1.997.170	——	1.472.758	
Gazette (E)	3.393.544	63.406	2.916.662	85.960
Grand Total	8.865.290	125.398	7.384.762	168.980

NOTE: Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.

Arizona Republic Morning and Sunday and Gazette Evening changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective August 29, 1983.

PORTLAND, OR

Oregonian (AD&S)	4.033.918	——	3.826.130	
Grand Total	4.033.918	——	3.826.130	

NOTE: Figures supplied by publisher to Media Records.

Oregonian All Day and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective July 1, 1984. Figures are converted to a six column format as supplied by publisher.

PROVIDENCE, RI

Bulletin (E)	785.442	480.718	787.164	351.106
Journal (M)	970.648	218.792	954.646	168.658
Journal (S)	972.594	141.414	778.946	76.538
Grand Total	2.728.684	840.924	2.520.756	596.302

NOTE: Bulletin Evening and Journal Morning have a combined Saturday edition. The linage is shown only in the Journal Morning.

Bulletin Evening and Journal Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984. Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.

*ROCHESTER, NY

Democrat & Chronicle (M)	1.587.637	162.791	1.498.971	69.345
Democrat & Chronicle (S)	1.261.631	197.826	1.147.314	118.516
Times Union (E)	1.445.366	217.033	1.301.693	52.473
Grand Total	4.294.634	577.650	3.947.978	240.334

NOTE: Democrat & Chronicle Morning and Sunday and Times Union Evening changed from a nine column width (2700 lines per page) to a six column width (1806 lines per page) format effective June 25, 1984.

Note: Times Union evening published five days a week only.

SACRAMENTO, CA

Bee (M&S)	5.873.826	246.503	6.205.654	——
Grand Total	5.873.826	246.503	6.205.654	——

NOTE: 1983 figures supplied by publisher to Media Records.

Bee Morning and Sunday changed from a nine column (2646 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.

ST. LOUIS, MO

Post Dispatch (M)	2.135.270	544.845	1.465.092	201.117
Post Dispatch (S)	2.607.638	——	2.108.635	——
Grand Total	4.742.908	544.845	3.573.727	201.117

NOTE: Figures supplied by publisher to Media Records. Post Dispatch changed from Evening publication to Morning publication effective February 27, 1984.

Post Dispatch Evening and Sunday changed from a nine column width (2709 lines per page) to a six column width (1890 lines per page) effective August 1, 1983.

*ST. PAUL, MN

Pioneer Press (M)	1.195.386	——	1.154.132	——
Pioneer Press (S)	1.481.652	——	1.279.356	——
Dispatch (E)	1.196.940	——	1.137.478	——
Grand Total	3.873.978	——	3.570.966	——

NOTE: Pioneer Press Morning and Sunday and Dispatch Evening changed from a six column (1782 lines per page) format to a six column (1764 lines per page) format effective July 1, 1984.

Note: Pioneer Press Morning and Dispatch Evening have a combined Saturday edition. The linage is shown only in the Dispatch evening. Part run figures not available.

*SAN ANTONIO, TX

Express (M)	2.411.569	313.182	2.440.163	233.876
Express-News (S)	1.809.438	290.868	1.583.519	359.836
Express-News (Sat)	839.359	——	838.912	——
News (E)	2.234.700	167.772	2.091.961	194.576
Light (E)	2.284.044	414.017	2.212.860	229.401
Light (S)	1.690.626	393.492	1.505.713	304.262
Light (Sat)	638.051	——	729.077	——
Grand Total	11.907.787	1.579.331	11.402.205	1.321.951

NOTE: News Evening and Light Evening published five days a week only.

Express Morning, Express-News Sunday and Saturday News Evening and Light Evening Sunday and Saturday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective June 1, 1984.

*SAN DIEGO, CA

Union (M)	3.409.740	147.532	3.288.810	276.656
Union (S)	2.179.535	——	1.910.987	6.800
Tribune (E)	3.518.852	154.860	3.392.822	273.156
Grand Total	9.108.127	302.392	8.592.619	556.612

NOTE: Union Morning and Sunday and Tribune Evening changed from an eight column (2408 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984.

*SAN FRANCISCO, CA

Chronicle (M)	2.337.574	776.134	2.158.952	866.057
Examiner (E)	2.297.235	817.885	2.112.685	859.981
Examiner & Chronicle (S)	1.507.260	376.492	1.316.441	388.896
Grand Total	6.142.069	1.970.511	5.588.078	2.114.934

NOTE: Chronicle Morning, Examiner Evening and Examiner & Chronicle Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 2, 1984.

*SAN JOSE, CA

Mercury News (AD)	5.295.610	447.702	4.747.841	462.087
Mercury News (S)	2.582.450	——	2.359.382	25.960
Grand Total	7.878.060	447.702	7.107.223	488.047

NOTE: Mercury News All Day and Sunday changed from an eight column width (2408 lines per page) to a six column width (1788 lines per page) effective July 1, 1984.

Note: Mercury Morning and News Evening combined to one edition, Mercury News All Day effective August 29, 1983. The Mercury Morning 1983 linage is reported in the Mercury News All Day listing.

Prior to August 29, 1983 the Mercury Morning and News Evening had a combined Saturday edition, with the figures shown in the Mercury Morning.

*SHREVEPORT, LA

Journal (E)	1.444.297	81.520	1.361.485	42.800
Times (M)	1.858.704	168.756	1.852.106	78.224
Times (S)	1.251.387	133.976	1.124.795	188.852
Grand Total	4.554.388	384.252	4.338.386	309.876

NOTE: Journal Evening and Times Morning and Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective April 30, 1984.

STATE COLLEGE, PA

Centre Times (E)	873.908	50.568	832.510	37.632
Centre Times (S)	544.068	——	449.008	——
Grand Total	1.417.976	50.568	1.281.518	37.632

NOTE: Figures supplied by publisher to Media Records.

*SYRACUSE, NY

Herald Journal (E)	1.521.349	311.571	1.477.630	228.068
Herald American (S)	1.043.973	341.255	975.288	223.048
Post-Standard (M)	1.786.514	334.680	1.205.350	303.936
Grand Total	3.851.836	987.506	3.658.268	755.052

NOTE: Herald Journal Evening, Herald American Sunday, and Post Standard Morning changed from a nine column (2727 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

TAMPA, FL

Tribune (AD)	3.409.176	1.248.028	3.205.511	816.524
Tribune (S)	2.528.395	850	1.945.971	——
Grand Total	5.937.571	1.248.878	5.151.482	816.524

NOTE: Figures supplied by publisher to Media Records. Comics linage is not included.

Tribune All Day and Sunday changed from a nine column (2835 lines per page) width to a six column (1890 lines per page) width effective July 1, 1984.

TOLEDO, OH

Blade (E)	1.084.986	——	1.120.728	——
Blade (S)	1.106.000	——	811.384	——
Grand Total	2.190.986	——	1.932.112	——

NOTE: Figures supplied by publisher to Media Records.

Blade Evening and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective April 2, 1984.

TORONTO, CANADA

Sun (M)	1.871.137	——	1.704.203	——
Sun (S)	589.891	21.096	591.037	9.360
Globe & Mail (M)	2.583.531	184.258	1.994.792	292.218
Grand Total	5.044.559	205.354	4.290.032	301.578

*WASHINGTON, DC

Post (M)	4.696.148	451.559	4.688.186	523.180
Post (S)	2.803.465	398.984	2.457.917	222.268
Grand Total	7.499.613	850.543	7.146.103	745.448

NOTE: Post Morning and Sunday changed from a nine column (2781 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984.

Alexandria Journal (M)	849.087	4.768	873.992	13.280
Prince George's Journal (M)	754.347	——	808.224	——
Montgomery Journal (M)	762.958	2.536	867.732	17.936
Fairfax Journal (M)	880.217	11.316	867.422	13.280
Arlington Journal (M)	869.818	7.304	888.653	13.280

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only, and changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984.

WEST PALM BEACH, FL

Post (M)	2.462.628	394.492	2.275.098	317.604
Times (E)	1.913.758	50.344	1.736.014	20.258
Post (S)	1.802.682	178.234	1.714.706	123.522
Grand Total	6.179.068	623.070	5.725.818	461.384

NOTE: Figures supplied by publisher to Media Records.

Times evening published five days a week only.

*WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	1.106.257	181.159	1.143.509	109.665
Reporter Dispatch (S)	892.463	178.472	985.352	137.748
Grand Total	1.998.720	359.631	2.128.861	247.413

NOTE: Reporter Dispatch Evening and Sunday changed from an eight column width (2400 lines per page) to a six column width (1806 lines per page) effective June 25, 1984.

WICHITA, KS

Eagle-Beacon (M)	1.688.488	——	1.682.913	——
Eagle-Beacon (S)	1.056.193	——	899.575	——
Grand Total	2.746.681	——	2.582.488	——

NOTE: Part run figures not available.

Source: Media Records

Linage figures have been provided by Media Records for the exclusive publication of Advertising Age. They may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Report Service, total advertising linage shown were provided by the newspaper to Media Records and included in this compilation.

CONVERSION METHODOLOGY

Due to the introduction of the SAU 6 column format, Media Records applies the following conversion methodology to report comparable figures (1984 month vs. 1983 data) for newspapers that changed column formats in 1984. These newspapers are indicated with an asterisk (*).

7 column tabloids which have adopted a 5 column tabloid format are converted back to the original 7 column formats.

8 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 8 column formats.

9 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 9 column formats.

6 column broadsheet standards or tabloids which have a slight depth change in 1984 but did not change column format are converted back to original depth.

Ad pages in farm publications for 9 months, 1984-83

Third-quarter figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	July-Sept. 1984	July-Sept. 1983	Jan.-Sept. 1984	Jan.-Sept. 1983
Canadian				
Country Guide:				
Eastern Edition	94.8	112.4	380.5	388.1
National Edition	175.4	202.6	733.4	773.3
Western Edition	129.2	135.2	516.3	497.6
Le Bulletin des Agriculteurs	159.8	177.0	597.7	571.4
Total Group	**559.2**	**627.2**	**2,227.9**	**2,230.4**
% change	−10.8%		−0.1%	
Dairy & livestock				
Beef Magazine A.	195.8	192.2	578.9	611.1
Beefweek B.	335.9	182.3	642.1	419.5
The Cattleman	308.2	307.6	972.1	976.7
Dairy Herd Management	80.1	154.7	347.2	446.1
Drovers Journal (52X) A.	395.3	426.5	992.9	889.4
Farm Progress Hog Producer	18.9	31.2	65.7	86.6
Feedlot Management	64.6	105.4	207.5	269.6
Florida Cattleman	217.6	243.3	675.0	682.2
Hoards Dairyman (23X) A.	160.0	183.4	596.9	675.4
Hog Farm Management	63.6	80.4	232.3	311.3
National Hog Farmer	160.2	185.1	559.2	648.3
Pig American	49.1	57.9	170.0	195.2
Pork '84	53.8	53.9	219.2	172.6
Southern Beef Producer (8X)	42.7	34.7	122.2	95.0
Southern Hog Producer (6X) A.	9.8	10.8	40.2	49.6
Sunbelt Dairyman (6X)	18.1	20.6	48.5	50.3
Dairy	66.8	72.7	239.8	254.4
Western Livestock Journal Weekly:				
Central Edition	90.4	84.7	295.4	299.6
Western Edition	115.1	113.9	321.7	327.8
Western Livestock Reporter/-Montwyo News (52X)	87.7	152.0	376.3	638.0
Total Group	**2,533.7**	**2,693.3**	**7,703.1**	**8,098.7**
% change	−5.9%		−4.9%	
Fruit & vegetable				
American Fruit Grower	110.0	105.4	403.7	379.2
American Vegetable Grower	136.8	150.4	379.9	412.4
Citrus & Vegetable	143.5	118.7	425.6	361.5
The Grower	52.9	50.5	223.9	180.5
Total Group	**443.2**	**425.0**	**1,433.1**	**1,333.6**
% change	+4.3%		+7.4%	
General farm publications				
American Agriculturist	67.1	83.7	273.5	296.2
California Farmer (21X) A.	119.3	134.4	498.9	604.4
Citrus Industry	111.5	98.2	358.0	288.5
Farm Futures A.	42.7	51.4	245.3	252.7
Farm Industry News (10X)	78.2	82.0	387.1	299.7
Farm Journal (14X)	105.6	104.1	618.4	610.1
Farmer-Stockman Unit:				
Oklahoma Farmer-Stockman	42.4	45.4	130.2	132.4
Texas Farmer-Stockman	34.2	41.5	114.6	120.2
Harvest Publishing Unit				
Kansas Farmer (21X)	116.0	123.3	526.1	524.8
Michigan Farmer (21X)	153.1	144.1	490.4	529.4
Missouri Ruralist (21X)	135.4	120.5	561.8	579.9
Ohio Farmer (21X)	189.5	191.0	643.4	741.9
Pennsylvania Farmer (21X)	106.2	109.0	388.9	446.1
High Plains Journal:				
Eastern Kansas (52X)	514.5	574.2	1,749.7	1,795.9
Colorado	513.6	570.4	1,713.4	1,729.9
Nebraska	507.7	560.9	1,698.7	1,710.2
Oklahoma-Texas	536.5	576.6	1,761.9	1,788.3
Western Kansas	567.6	613.0	1,894.7	1,911.7
Irrigation Age (10X) A.	68.0	37.7	207.6	147.2
Kentucky Farmer	39.0	37.8	219.0	223.4
Lancaster Farming (52X)	1,320.0	1,222.3	4,091.4	3,930.9
Midwest Farm Paper Unit: (24X)				
The Farmer	234.3	224.8	921.3	979.9
Nebraska Farmer	370.2	330.1	1,162.3	1,139.8
Wallaces Farmer (24X) A.	271.8	346.7	920.2	1,025.0
Wisconsin Agriculturist (24X)	206.7	196.7	716.9	724.0
Pecan South (6X)	—	—	—	—
Progressive Farmer A.	126.2	111.6	568.4	529.3
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	—	—	101.8	144.5
Peanut Farmer (8X)	15.7	17.0	96.0	109.9
Successful Farming A.	93.1	99.6	553.4	554.1
Tennessee Farmer	25.6	27.5	118.1	137.9
Wyoming Farmer-Stockman	—	—	—	—
Western Unit Farm Magazines:				
Arizonia Farmer-Ranchman	68.2	72.2	271.0	247.3
Colorado Rancher & Farmer	84.0	95.5	357.7	336.2
Northwest Unit Farm Magazines: (24X)				
Idaho Farmer-Stockman	103.6	86.2	485.6	486.4
Montana Farmer-Stockman	149.9	167.6	694.7	703.5
Oregon Farmer Stockman	76.7	76.7	356.3	383.7
Utah Farmer-Stockman	71.6	52.7	314.5	333.7
Washington Farmer Stockman	86.3	79.3	385.6	399.2
Total Group	**7,352.0**	**7,505.7**	**26,596.8**	**26,898.2**
% change	−2.0%		−1.1%	
Poultry				
Broiler Industry	98.2	148.8	386.2	436.0
Poultry Digest	48.3	52.6	141.4	165.6
Poultry Tribune	58.6	56.0	200.1	223.2
Total Group	**205.1**	**257.4**	**727.7**	**824.8**
% change	−20.3%		−11.8%	

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. 1983 figures are comprised of a combination of 30-in. and 80-in. pages; 1984 figures are comprised of only 30-in. pages.

Ferber opens own publishing consultancy shop

NEW YORK—Sam Ferber has started his own business as a publisher's consultant, with offices at 200 W. 58th St., 10019.

Mr. Ferber formerly was a publisher of *Esquire* and a vp at Nadler & Larimer and Altman, Stoller & Weiss.#

Floral service cultivates ads

By TOM BAYER

The current test of four tv spots in Chicago for 800-FLOWERS Inc. is the beginning of a rollout designed to take the new telemarketing floral service national by the middle of 1985.

John Davis, general partner and vp-marketing of Irving, Tex.-based 800-FLOWERS, said the rollout will get the backing of a $12 million campaign by Chiat/Day, New York (AA, July 2). The campaign, which also will include radio, print and outdoor, aims to to expand the $3.5 billion cut-flower market, already growing at the rate of 10% annually.

The 800-FLOWERS budget represents a 50% increase in media spending for the entire floral industry, Mr. Davis said. It also represents a gutsy move on the part of investors who pooled 800-FLOWERS' startup $18 million last summer in a series of limited-partnership offerings.

Company president John Douglas, formerly president of Dallas-based Docutel/Olivetti, said the seed money has provided for the company's new administrative headquarters and telemarketing center, which will accommodate 600 operators.

According to Mr. Davis, 800-FLOWERS has no competition, although Florists Transworld Delivery Assn. (FTD), Teleflora Inc. and 800-FORLOVE already are well established in the national flowers-by-phone market.

These companies, he said, are clearinghouses that process payments between the sending and receiving florists.

By contrast, he said, 800-FLOWERS' trained "floral marketing representatives" take orders directly, along with credit-card information, delivery address and sentiment to be expressed on a card.

Staff florists keep the FMRs apprised of what's seasonal, what's new and what the 5,000 member florists have fresh in stock that day.

The minimum order via 800-FLOWERS is $30 including delivery charge.

The company's tv spots focus on the convenience of calling the toll-free 800-FLOWERS 24 hours a day for local delivery or delivery in another city and a replacement guarantee.

The spots are airing in Chicago, where they are to be supported by ads in *Chicago* magazine. Mr. Davis said the campaign rolls into Dallas-Fort Worth Oct. 18 with print support in *D* and *Texas Monthly*, beginning the national market-by-market rollout.#

We're Full Service in Los Angeles.

The next time business takes you to Los Angeles, take yourself to Le Parc, the fashionable full service hotel located conveniently between Hollywood and Beverly Hills that's become the inn of the industry.

Le Parc offers the business traveler a home-like setting. Each spacious suite features a sunken living room with fireplace, wet bar, kitchenette and private balcony.

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(800) 421-4666, Nationwide • (800) 252-2152 in California

Remember the sweepstakes you ran that didn't get one single response and...

you later found out that it was due to your address appearing in the ads as 0000 Main Street?

It just goes to show you that something that important can slip by—and has!

But it has never happened with us in the more than 25 years we've been running promotions, contests and sweepstakes.

Our total service approach of creating, producing and managing mistake-free promotions has enabled hundreds of our clients to reap the rewards of successful promotions.

So next time you're planning a promotion, give us a call at (516) 326-3666. You'll be surprised by the response you'll get.

SWEEPSTAKES • CONTESTS • GAMES
INCENTIVE PROGRAMS • UNIQUE PROMOTIONS
MARDEN-KANE INC.
Advertising's Promotion Partner for Over 25 Years
410 Lakeville Road, Lake Success, NY 11042. (516) 326-3666.
Also in New York, Boston, Chicago, Houston, Los Angeles, San Francisco and Canada.

$1.25 a copy; $52 a year

Thursday, October 18, 1984

Advertising Age®

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Midweek News Summary

Diversifoods president Donald Smith proved his reputation for knowing a good opportunity when he sees it this week by heading an investor group that proposed a $525 million leveraged buyout of the company. *See Page 2.*

Time Inc. is expected to take firm control of Home Box Office, its troubled cable tv service, in the wake of the HBO chairman's resignation. *See Page 2.*

Chrysler Corp. is embarking on a network tv advertising strategy that will make it a multi-million-dollar investor in the production of made-for-tv movies. *See Page 2.*

Peter Nelson brings impeccable credentials to his new post as senior vp-marketing for McDonald's. But the $150 million question is, will he bring Big Mac back to his former agency, Needham Harper Worldwide? *See Page 3.*

Gannett and Times Mirror are breaking new ground by owning and operating a new kind of representative company that can sell all types of media. *See Page 3.*

Morning tv is dawning in more European markets. This year, it turned its first profit in the U.K., and the French government has decided to try it. *See Page 3.*

Volkswagen of America will push its new Jetta sedan and Golf coupe with some venerable ad lines, as the company tries to shed its image as the "Rabbit Car Co." *See Page 3.*

ABC and CBS each face sexual-harassment lawsuits that may challenge the Christine Craft case as a headline maker. *See Page 56.*

Prego is a sauce, but it's also a wine, and each is made by a different marketer. As store owners and customers know, the identity issue can be confusing. *See Page 56.*

DIRECT MARKETING

American consumers will spend $200 billion through mail and telephone order sales this year, according to a Simmons Market Research Bureau study. *See Page 6.*

FCB Direct/East, Foote, Cone & Belding's latest venture in direct marketing, opened for business last week. *See Page 7.*

Jordan soars for Nike deal

New strategy seen

By ROBERT RAISSMAN

Michael Jordan, the Chicago Bulls' rookie and captain of the U.S. men's Olympic basketball team, has been signed by Nike Inc. to the largest sneaker and sportswear deal ever given a professional basketball player.

Although Nike executives and Mr. Jordan's agent, David Falk, senior vp at ProServ, declined comment on the exact worth of the pact, sources said it is a five-year deal worth at least $2.5 million. That number does not include a long-term security package provided by Nike that Mr. Jordan will be able to draw on when he retires from basketball.

The endorsement deal is linked to a new-product introduction expected from Nike next spring. The product is the Air Shoe, which uses an innersole with air pockets. A separate sportswear line also is expected from Nike, and the ads and promotions for that line will feature Mr. Jordan.

The signing of Mr. Jordan also indicates a shift in Nike's strategy. Nike is expected to tone down its appeal to the running-shoe market and go head-to-head with Converse for the gym-shoe segment. The strategy is dictated by the leveling off of running shoe sales (AA, June 18).

"Our agreement with Nike hinged on getting marketing commitments that guaranteed Michael as being the preeminent basketball spokesman for Nike," Mr. Falk said. He said Nike originally planned to break a campaign featuring Mr. Jordan at Christmas, but it now is likely to break in the spring.

"Because of Michael's style of play—we like to call him a flier—he fits in well with the whole line of the shoe [Air Shoe] which is high tech," Mr. Falk said. "That's where the upper end of Nike's marketing strategy is going."

Robert Strasser, vp-marketing at Beaverton, Ore.-based Nike, could not be reached for comment.

Nike's decision to sign Mr. Jordan to such a lucrative deal further signals a new trend in the basketball-shoe market.

Although Nike may be spending heavily to sign Mr. Jordan, it and other shoe companies probably will spend less for basketball-player endorsements than in previous years.

In the past, almost every college player drafted in the first three rounds was guaranteed a deal

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Somehow, you can always tell which stores offer 100% Colombian Coffee.

Juan Valdez never had it so good. Prestige is the lure in the Colombian coffee federation's new trade and consumer advertising.

Coffee group brews new, tasteful image

By GAY JERVEY

The National Federation of Coffee Growers of Colombia is launching a campaign that will tout Colombian as the coffee of choice for those who expect only the very best, in everything from cars to cheese to chocolate.

A new print effort, created by Doyle Dane Bernbach and slated for this fall, will show an expensive shattered coffee cup, with the words "Luckily, the Colombian coffee hadn't been poured."

That tack—a direct descendant of ads DDB created for Chivas Regal—will accelerate during the first quarter of 1985, when the federation breaks additional print ads, as well as a tv campaign, along the same lines.

Such a move comes at a time when the coffee industry is doing all that it can to fight a 20-year erosion in consumption. Both individual roasters and their collective consortium, the National Coffee Assn., have inaugurated during the past year numerous new, revamped or strategically shifted products.

Their hope is to woo drinkers, particularly younger ones, who tend to opt for colas, white wine and other, usually decaffeinated cold drinks.

In fact, early next year NCA, supported by the Colombian federation and others, will break a new campaign, its first from McCaffrey &

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Cuts into ESPN sports slate

'Biz Times' grows

By SUSAN SPILLMAN

NEW YORK—"Business Times," the early-morning business show that airs on Entertainment & Sports Programming Network, will expand further into ESPN's sports schedule with a new, hour-long show on weekends.

"Wharton/Business Times Management Report" will air 9 a.m. to 10 a.m. (ET) Saturdays, beginning Oct. 27, and be repeated at 11 a.m. Sundays. "Business Times" will continue to air weekdays from 6 a.m. to 9 a.m. The new show will feature professors and experts from Wharton College of Business.

The decision to expand "Business Times" was made before Don Ohlmeyer and John Martin, chairman and president, respectively, of Ohlmeyer Communications were retained last month as consultants to ESPN as part of Nabisco Brands' $60 million purchase of 20% of the sports network (AA, Sept. 13).

However, with Messrs. Ohlmeyer and Martin on board, more programing changes are likely. Among the changes Mr. Martin would like to see are an upgrading of the network's nightly "Sports Center" news show, the introduction of daytime sports programs aimed at women and a new on-air promotional look.#

Presstime

Hunt-Wesson spends millions to push tomatoes

FULLERTON, CAL.—Beatrice Cos.' Hunt-Wesson Foods will launch a multi-million-dollar print campaign next month in women's magazines. The ads will focus on whole tomatoes, tomato sauce and tomato paste. The campaign, through Ketchum Advertising/San Francisco, for the first time compares Hunt-Wesson's vine-ripened canned tomatoes to fresh produce.

Grey buys shop specializing in entertainment

NEW YORK—Grey Advertising has reached an agreement to purchase Charles Schlaifer & Co., an agency specializing in entertainment and motion picture advertising. The shop will be combined into Grey's leisure and entertainment division.

IBM rolls out new typewriter line

RYE BROOK, N.Y.—IBM Corp. has introduced a new line of electronic typewriters, the Selectric System/2000. New features include easy-to-use function keys and a "dictionary" that detects possible spelling errors as soon as a word is typed. The company also has unveiled two new letter-quality printers for its Personal Computer family. Doyle Dane Bernbach, New York, handles.

First ads prepared for Calvin wine cooler

BROOKLYN, N.Y.—Joseph Victori Wines over the next few weeks will launch its first ads for Calvin wine cooler, now available in 30 states. The radio spots by Shapiro Budrow Associates, New York, initially will run in 15 major markets. The theme will be "Wine is fine, but Calvin is cooler." Ad budget is $1.5 million.

(Continued on Page 2)

NEWSPAPER

VW engineers push for

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
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WASHINGTON DC 20014#

Chrysler out to wear movie-producer tag

By VERNE GAY

NEW YORK—Chrysler Corp. is embarking on a network tv advertising strategy that will include its participation as a multi-million-dollar investor in the production of made-for-tv movies.

Chrysler's new "five-year plan" will include co-production ventures for at least two tv movies per season, beginning in 1986. The tv movies, which will carry Chrysler as the exclusive automotive sponsor, are designed as hedges against anticipated network prime time price increases in the face of declining network audience shares. Also, the scheduling of the Chrysler tv movies will be pinned to launches of new Chrysler cars.

The Chrysler strategy is similar to efforts by such major advertisers as General Motors, General Electric and Hallmark Cards, which have produced their own network tv movies or miniseries.

The first Chrysler effort will be "Last Days of Patton," a tv movie sequel to the theatrical "Patton." Like the original, it will star George C. Scott.

The movie, to be carried in spring '86 on CBS, goes into production in January, with Chrysler and Entertainment Partners splitting the $8 million production and network clearance budget.

If successful, "Last Days of Patton" will be the first of several network tv movies that Chrysler will produce or co-produce. Kenyon & Eckhardt, Chrysler's agency, persuaded its client to earmark funds for two movies or miniseries for network play per year. A second movie or miniseries may be forthcoming in '86.

"To borrow a phrase from Stalin, we have a 'five-year plan' for Chrysler in which we hope to produce two movies per year," said Werner Michel, senior vp in charge of new program development at K&E. He added that K&E is exploring prime time tv vehicles for Ocean Spray and Massachusetts Mutual Insurance Co.

K&E persuaded Chrysler that the production avenue was the road to take in the face of anticipated 8% increases in the household cost-per-thousand rate for upfront network tv buys next season. K&E projects

(Continued on Page 58)

Subscriber growth slows, program costs high

Time to step in at HBO

By SUSAN SPILLMAN

NEW YORK—With last week's resignation of Frank Biondi, chairman of Home Box Office, parent Time Inc. is expected to take firm control of its troubled cable tv service, imposing staff cuts and renegotiating costly film deals (AA, Oct. 15).

HBO's problems stem from a continuing slowdown in subscriber growth and overextended programing commitments, estimated at nearly $1 billion.

Mr. Biondi left HBO Oct. 12, and three days later Time Inc. reported that for the second quarter in a row, pretax earnings of its video division had declined. In the second quarter, HBO's troubles caused a 3% decline, and in the third quarter they were off by 2.8%.

For the third quarter ending Sept. 30, Time's video group, which also includes Cinemax and American Television & Communications, had pretax income of $56 million, down from $57.6 million in the same period a year ago. Over-all, Time reported a 52% increase in third-quarter net income, thanks to strong performances by its magazines and book publishing.

F. Biondi

Any decline in the video group's pretax profit "is serious, because HBO contributes so much to Time Inc.'s bottom line," said Tony Hoffman, entertainment analyst at Cralin & Co. "When HBO sneezes, the whole company gets a cold."

According to Mr. Hoffman, HBO will add only 1 million new subscribers this year to its current 13.5 million, half the amount Mr. Biondi predicted.

Expecting more subscribers to offset its costs, HBO made a series of expensive movie deals. "Now HBO can't afford to pay so they're going back to the studios on bended knee," said Mr. Hoffman, "and the studios aren't sympathetic."

Along with trying to renegotiate these programing deals, HBO is expected to make significant staff cuts. But a company spokesperson would not confirm that.

Although Michael Fuchs, HBO's president and chief operating officer, will succeed Mr. Biondi as chief executive officer, he will retain his current title.#

Diversifoods offered buyout of $525 million

By JANET NEIMAN and SCOTT HUME

Diversifoods president Donald Smith has a reputation for knowing a good opportunity when he sees it. His decision this week to head an investor group that proposed a $525 million leveraged buyout of Diversifoods appears in line with that reputation.

Mr. Smith is joined by Diversifoods' key management executives and more than 40 persons in middle-management posts, along with New York investment banker Allen & Co. in proposing the buyout.

Rumors that Pillsbury might be considering an unfriendly takeover of Diversifoods (which operates or subfranchises 377 Burger King units) have circulated for the past few weeks. A Diversifoods spokesman said of the Pillsbury rumors "no offers have been made [to Diversifoods] and none were anticipated."

But most industry analysts preferred to view the proposed buyout as an attempt by management to capitalize on Diversifoods' depressed stock price, rather than as a defense against outside acquisition.

However, Prudential-Bache analyst Michael Culp said he "would not be surprised" if the Smith group's $15.50 per share offer is topped by another buyout investor —not necessarily Pillsbury.

He noted that 90% of the capital for the Smith group's buyout would have to be financed, and obtaining the funds would be "no sure thing."

Pillsbury vice-chairman Winston Wallin told stockholders last month the company intends to increase its company-owned Burger King holdings from the current 14% to 20% (McDonald's owns 25% of its system), but he offered no time frame. The addition of Diversifoods' 267 Burger Kings (it subfranchises 110 more to other parties) would meet Pillsbury's goal.

Additionally, Burger King executives earlier this year expressed interest in starting or acquiring another restaurant concept, possibly a pizza chain (AA, April 2). Mr. Wallin said last month Pillsbury will "actively pursue our intention to diversify within the fast-food industry by acquiring a nonbeef-oriented business." Itasca, Ill.-based Diversifoods owns the 900-unit Godfather's pizza chain.

George Novello, vp at E.F. Hutton, New York, said Minneapolis-based Pillsbury is "looking at [the situation] very carefully," but he believes "the ideal thing" would be for Pillsbury to take over only the Diversifoods Burger King operations.

"It would be a lot of money to [acquire] the whole thing," he said. "They'd have to offer substantially more than $525 million, and they'd have to borrow to do it. It would be cheaper to take just the Burger King operations."#

Presstime

Haagen-Dazs adds McCann as finalist

TEANECK, N.J.—At the request of parent Pillsbury Co., Haagen-Dazs has added McCann-Erickson as a finalist for its account, sources say. Still under review are Doyle Dane Bernbach; Ketchum Advertising, and McCaffrey & McCall. Incumbent Advertising Management has dropped from the running.

Other late news

● NEW YORK—**Opti-Ray** is introducing Coppertone Sun Protectors line of sunglasses. Paul Anzalone Associates, Huntington, N.Y., handles.

● ENDICOTT, N.Y.—**Endicott Johnson**, a footwear marketer, has named Silverman Mower as its broadcast agency and media buyer, succeeding HBM/Creamer, Pittsburgh. Syracuse-based Silverman Mower already handles print advertising for the company.

● SHAWNEE MISSION, KAN.—**James Barickman**, a well known name in Kansas City, Mo., advertising circles, is returning to the area in the new post of chairman at Barkley & Evergreen. Mr. Barickman, who founded Barickman Advertising, Kansas City, in 1959, most recently was senior vp for business development, Doyle Dane Bernbach, New York.

● NEW YORK—**MCI Communications** is expected to announce Oct. 17 its plans to expand to Europe with its low-cost, long-distance telephone and electronic mail services. The $6 billion international long-distance telephone market is controlled by archrival AT&T. MCI's initial European markets are expected to include Belgium, Greece and the U.K.

● NEW YORK—**Cuisine** is increasing the size of its December issue, following advertisers' requests to appear in the monthly's last issue (AA, Oct. 8). It will now run 164 pages, the same as November's record issue. Publisher Anne Sutherland Fuchs and Peter Clancey, vp-advertising sales director, said they are considering offers both from parent CBS Magazines and from outside.

● NEW YORK—**Gil Spencer**, new editor at the *New York Daily News*, has revealed several management changes. Mr. Spencer termed the changes "a natural shifting of things." The shifts include: Robert Lane promoted to assistant to the editor from a newsroom administrative post, succeeding Robert Keene, who left; Madeline Rogers to the new post of editor-operations from assistant managing editor-features; Anthea Disney succeeds Ms. Rogers, from family/living editor, and Steve Yahn to business editor from deputy business editor at the *Philadelphia Daily News*, where Mr. Spencer was previously editor. Mr. Yahn replaces Brian Moss, who asked to be transferred within the *Daily News*. Mr. Yahn is a former editor of *Crain's Chicago Business*, a sister publication of ADVERTISING AGE.

● DALLAS—**A U.S. circuit court of appeals** this week remanded to a lower court a complaint alleging that American Airlines and its president, Robert Crandall, broke antitrust laws by proposing in 1982 to rival Braniff International that both airlines hike their fares (AA, May 31, '82, *et seq.*). American plans to appeal the decision to the U.S. Supreme Court.

● SAN DIEGO—**Kaufman, Lansky & Baker** will merge with WFC's office here Nov. 10, creating the city's second-largest ad agency at $17 million in projected 1984 billings. The new agency will be known as WFC Advertising. There are no conflicts as a result of the merger. Kaufmann, Lansky may eventually merge with WFC's two other offices, in Phoenix and Tucson.

● WALNUT CREEK, CAL.—**Jacuzzi Whirlpool Bath** has named seven finalists for its $1 million-plus account, which leaves JWT, San Francisco, Nov. 30. The finalists are Allen & Dorward, San Francisco; D'Arcy MacManus Masius, San Francisco; Joel Goldstein, Santa Monica; Grey Advertising, San Francisco; McCann-Erickson, Los Angeles; Thorn Shepherd & Rogers, Phoenix, and Tycer Fultz Bellack, Palo Alto. A decision is expected within two months.

● **NEWSLINE: First Federal Savings & Loan Assn.**, Rochester, N.Y., is down to five ad agencies, including incumbent Wolff Associates, in its agency review, expected to end in mid-December. Ad budget reportedly is in the $4 million range. . .**Esquire's** December issue, introducing its *Esquire* Register of outstanding Americans under age 40 (AA, Jan. 9, *et seq.*), will be themed "The best of the new generation". . .**General Motors Corp.'s** Chevrolet division is boosting its motor sports program with a joint venture to develop a 2.6-liter V-6 for the Indianapolis 500. The new engine is designed to compete with power plants built by European companies like BMW and Renault. The joint venture is with the Roger Penske racing team and Ilmore Engineering, a British company. . .**Creative Programming**, New York, buoyed by its production of 15-minute "infomercials" for Goodyear and De Beers (AA, Oct. 15), is forming a CPI Infomercials division to produce such long-form informational program/commercials for advertisers. . .**Don Kamens** joins Hearst Magazines' *House Beautiful* as ad director, from the same post at *Natural History*, succeeding **Clifford Tallman Jr.**, who remains associate publisher.

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